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Emphasis on the FOURTH "H"

JEAN B. CULBERTSON

Information Assistant, Iowa

Two 4–H Club girls get a dental check while the school nurse (left) makes the records for the doctor and his nurse polishes the instrument.

THE FOURTH "H", health, is something tangible to Carroll County, Iowa, 4–H Club members. An opportunity is offered the boys and girls each year to find out what their physical condition is and what, if anything, should be done about it. This year 111 girls and 38 boys took advantage of the opportunity.

In line with Iowa's emphasis on the 4–H health activity, Carroll County Extension Home Economist Mary C. Spellman and W. H. Brown, county extension director, have set up health clinics for 4–H'ers during the last 5 years. Arranged through the cooperation of the county public health service medical association, dental society, county extension organization, and a local hospital, the clinics are thorough and inexpensive.

Who Is Eligible?

Every boy and girl who has not attended one before is eligible for the clinic each year. Those who went the preceding year are eligible only if they corrected defects which were found. A card signed by parents, family physician, and dentist is presented by the member and certifies that he or she has carried out the recommendations made at the previous clinic.

The fee per club member is $2.50, which goes to the doctors and dentists who volunteer their services for the clinic. Each boy and girl from a club with 100 percent participation in the clinic gets a 50-cent refund from the county extension organization which also pays for laboratory and hospital services during the clinic.

Several weeks before the examination each year a letter is sent to the parents of every 4–H member announcing the clinic and urging parents to arrange for their children to go. With the letter goes the health examination form for the parents to see. They fill out the first page which asks for information about their children, including a record of communicable diseases, family history, and description of general condition and health habits. The club members bring that form when they come to the clinic, and the doctors fill out the rest of it. Just before the clinic a card goes to each 4–H'er reminding him of the date, time, and place.

The youngsters register when they arrive, pay their fee, turn in their examination forms and signify their eligibility. A folder made out for each one goes around through the clinic and is signed by a physician in each section who also writes comments and recommendations. As each one leaves, folders are checked to make sure no part of the examination has been missed.

As follow-up to the clinic, parents of each 4-H'er receive a record of the defects found. They are told the recommendations made by the various physicians and dentists in line with their examinations.

Of course the county 4–H committees volunteer their services and are used in various phases of the clinic. For example, they take weights and heights, thus relieving the volunteer nurses for more important things.

The defects most commonly found, according to the extension workers, are tooth decay and heart disorders. Besides the follow-up report to parents, most clubs stress correcting defects and other health betterment activities in their meetings during the months following the clinic.

The complete examination included weights and measurements, eyes, ears, nose, throat, teeth, chest, abdomen, spine, extremities, and urinalysis test. Tests for undulant fever and tuberculosis are available but optional.

Another part of Carroll County's 4–H activities is posture judging each year at 4–H girls' rally day. Each club holds its own contest and sends the girl judged to have the best posture to compete in the county contest. A posture queen and a runner-up are selected.

Through the cooperation of the various agencies concerned and the careful planning of all details, the clinics in Carroll County are smooth-running and efficient.

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Consumer Education in Marketing

LOA DAVIS, Extension Economist in Marketing, Federal Extension Service

"HOW can I get the most for my food dollar?" is a problem with which homemakers expect extension workers to help them. Extension workers need more information in order to deal effectively with this problem. However, once given the funds, personnel, and opportunity, 14 States have demonstrated that a good job can be done in helping consumers. Under the Research and Marketing Act of 1946 three kinds of consumer education projects have been set up—State, urban, and regional programs.

State Projects

State projects are operating in Connecticut, New York, Oklahoma, Utah, Puerto Rico, and Michigan.

As an example of how the work is carried on, Michigan has a State-wide project on "consumer education in the utilization and consumption of agricultural commodities," under the leadership of A. B. Love. Excellent teaching materials have been developed with the help of Extension Economists G. N. Motts and Mary Bodwell. Prepared for discussion clinics, 60 large charts illustrate important production, marketing, and consumption problems or situations confronted by growers, shippers, middlemen, or consumers of fruit and vegetables in Michigan.

Arrangements have been made with discussion leaders of the county extension organizations, lecturers of the Grange, and with other groups such as vocational agriculture teachers, labor groups, and home economics clubs and teachers to carry on discussion meetings. The Michigan State College Extension Service prepared a special discussion pamphlet to be used at such meetings.

District meetings at which the project was discussed have already been held with all county agents. Two pamphlets, "Is the farm program to blame for high food prices?" and "Are hard times ahead for the farmers?" have been prepared and some 22,000 copies of each distributed.

The grower-grocer clinics, grocer clinics, consumer clinics, consumer food facts weekly radio broadcasts, and projects on grades and grading are meeting with success. A weekly food news series is a new addition to this program.

Michigan set up a method of collecting data so that more accurate information concerning the availability of agricultural products can be obtained for the local areas. Counties which would be representative of different areas of the State were selected.

County home demonstration agents get from representative grocers the selected list of foods, based on the Basic Seven Food Needs, which are available in plentiful, moderate, or light supply, with the price per unit or the range in price. Facts on supply and prices are obtained from chain, supermarket, and independent grocers. The information is used locally for news and radio information by the county extension office and sent to the consumer education project leader for use in a State-wide market news analysis report. Such a service should bring about a better distribution of food, and homemakers should be more acutely aware of the possibilities of utilizing these foods for their families.

Urban Projects

Urban consumer education work for Kentucky was started in Louisville through contacts with service groups, buyers and handlers of food, producers, radio, press, and consumers. Through personal contacts and meetings Mrs. Miriam Kelley was able to get cooperation of these groups. A program is planned with the idea of giving consumers up-to-the-minute information on foods available in local markets and making suggestions for buying for purposes such as canning, storage, freezing, and daily consumption. Home-grown foods receive special emphasis. Two of the chain stores featured for 4 weeks only home-grown sweetpotatoes. A good educational program was carried on, and Jefferson County sweetpotatoes sold readily. Housewives become more aware of home-grown products on the market.

Interesting demonstrations for groups have been given on the selection of fruits and vegetables. An exhibit of the fruit and vegetable supply for a family for 1 week was used.

If you lived in or near Louisville, you could hear Mrs. Kelley on "Be Market-wise" broadcasts every weekday morning at 9 o'clock. Two times a week you could read her column in the paper, receive her regular good-news letter, and pick up in a local market or store one of her recipe sheets featuring foods in abundance. If you are fortunate, you might even see this busy person on her regular visits to markets to check on supply, price, and quality.

The Louisville consumer education program now reaches out and serves Lexington, Versailles, and Paris with the help of the home agent.

Urban projects are being carried on effectively in Birmingham, Ala., Atlanta, Ga., Baltimore, Md., Seattle, Wash., and Milwaukee, Wis. South Carolina's program is in urban, city, and rural areas of three counties. In Louisiana projects were started in New Orleans and Baton Rouge but now include four more cities.

Regional Projects

The task of the Extension Service in its marketing work with consumers is to provide usable information concerning agricultural products and the services rendered by the marketing system. State and urban consumer education projects are set up for this purpose. Regional projects develop out of a need for an effective program to improve marketing conditions in an area that extends into two or more States and where joint action

is desired. An area served by one market may need a regional project to supplement the work done in the States and to help them pool their efforts. One such project is centered in New York City, and two more are off to a good start—one in New England and one in the Kansas City area.

Even though it is often spoken of as the "food marketing service" in New York City, from this metropolitan office there has developed a program which includes not only the five boroughs of the city but nine counties of southeastern New York, three of Connecticut, and four of New Jersey.

Get the Facts and Make Them Known

The program has two distinct phases: (1) Obtaining data and developing sound, accurate, pertinent, current information relative to food supply and (2) dissemination of the information to the consumer.

In the assembling of information, help is being received from the Production and Marketing Administration, Federal and State Market News Services, the New York State Department of Agriculture and Markets, New York State Division of Markets, Connecticut Department of Farms and Markets, New York State Colleges of Agriculture and Home Economics, New Jersey State College of Agriculture, University of Connecticut, county extension personnel, trade organization, and other organizations. From these sources, weekly food marketing bulletins are prepared and distributed.

Dissemination of information is first through the weekly food marketing bulletin, 360 copies of which go to extension agents and other persons conducting information programs with the consumer. These include public health and social service agencies, welfare agencies, child care centers, colleges, public schools, educational agencies, commercial concerns, food editors of newspapers and magazines, and radio stations.

Brides' schools, designed to teach wise buying of food, as well as its economical utilization through food preparation and meal planning, were held and proved very popular.

Four sessions, 1 each week, were held with 5 separate groups, with a total attendance of 2,178 people. Meetings are conducted with special interest groups.

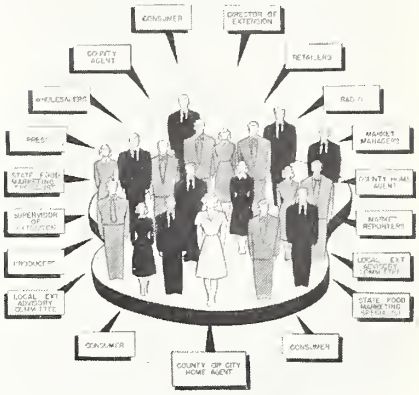
Extension agents in the area made a tour of the New York City wholesale markets.

Helping Agents Localize Data

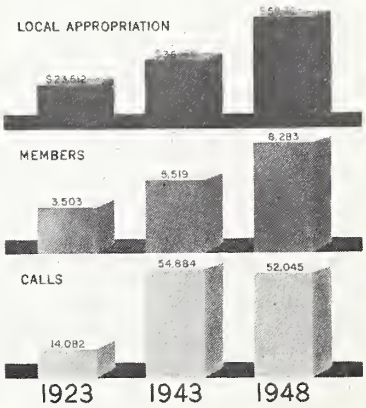
Dr. Carlton Wright and Mrs. Lorraine Houlihan conduct conferences at their New York City office and in the cooperating counties to help extension agents make wise use of the food information as they adapt it to their local situations and use it in meetings, news letters, and through the local press and radio stations.

Through the consumer education projects under the Research and Marketing Act, Extension has an opportunity to broaden its program. Both home demonstration agents and county agricultural agents will find many ways in which they can contribute to the consumer education program through their regular work. They will also find the consumer program one which furthers their own objectives. Alerting homemakers about commodities in abundant supplies helps the producer move his crops to market at a reasonable profit. As more projects—State, urban, and regional—are developed, a real contribution will be made to both rural and urban living.

EXTENSION SERVICE ORGANIZATION FOR A CITY FOOD MARKETING PROGRAM



GROWTH OF CONSUMER EDUCATION IN THE EXTENSION SERVICE IN BUFFALO, ROCHESTER & SYRACUSE



Mrs. Lorraine Houlihan finds New York City brides interested in a marketing demonstration.

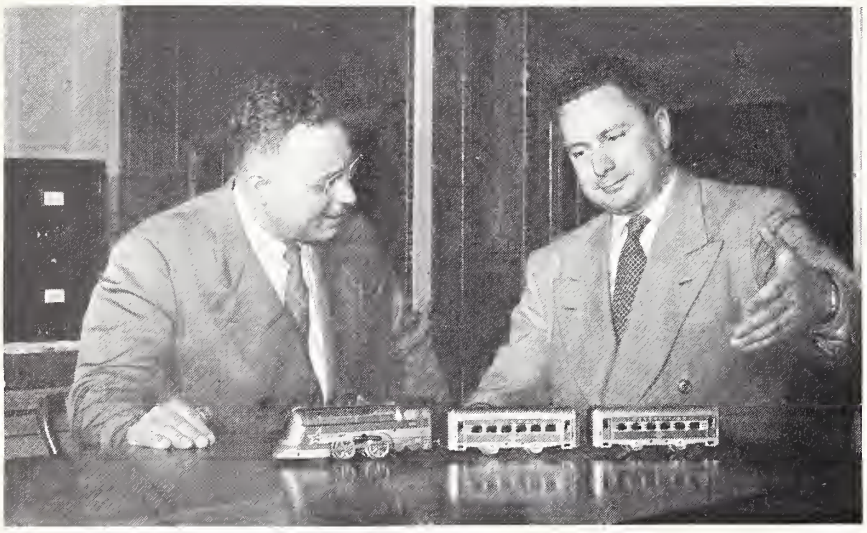
Pick Your Method

of Getting 4–H Club Leaders

ROBERT PINCHES, 4–H Club Agent, Hennepin County, Minn.

The following article is based on a speech made by "Bob" Pinches at the 1949 annual 4–H Club agent's conference in Minnesota. Mr. Pinches is president of the Minnesota 4–H Club Agents' Association and has been club agent in Hennepin County for 4 years.

"Bob" Pinches shows Paul Moore and Kathleen Flom, Minnesota's rural youth leaders, how the fishing method often results in catching an old shoe.



The STREAMLINER METHOD is the one we need to use in recruiting leadership, Pinches tells Glenn Prickett, Minnesota's assistant 4–H Club leader.

MOST of the difficulties we have with an expanded 4–H Club program stem from inadequate leadership in local communities. We need at least one good 4–H leader for each 10 young people. In a club of 20 members we need at least 2 leaders. And, if the club is going to be stable for many years, we need 1 or more assistant or project leaders in training for general leadership later. For practical purposes let's take a club program of 20 members with 3 leaders as an average and see where this leads us in thinking of a county program.

If we have 200 members in 10 clubs of 20 members each, we will need 3 times 10 or 30 leaders. If we have 800 members in 40 clubs of 20 members each, we will need 120 leaders. And if we push the percentage of young people in 4–H Clubs to 50 or 75 percent, as has been suggested by some able people connected with the Extension Service, a great many counties will need to consider leadership for a membership of 1,500 to 2,000 or more. For example, 2,000 members should have 300 leaders if club work is to be a stable program.

Some of the methods we have used in getting local adult 4–H Club leaders in the past are not going to stand up under an expanded 4-H program. As agents we are going to need to use every method at our disposal to obtain and hold an adequate staff of local leaders. Here are some of our present methods and what I think about their effectiveness in the light of increased memberships:

The Vacuum Method—Concentrated personal persuasion. The agent is on one side with the potential leader on the other. When you make a mistake or leave the county they will drop out of the program.

The Fishing Method—Quick acceptance of those who come forward. The agent suggests to some folks in a community that he or she would like a leader for a local club. The volunteer rises to the bait. Sometimes you get a good northern pike—sometimes you get a carp or an old shoe.

The Shaking Method—Strong measures applied to a group or community. The agent complains to group of lack of local leaders, shames them into shoving someone forward with

little thought or understanding. This is like shaking money out of a piggy-bank. Sometimes you get a good nickel—sometimes you get a counterfeit.

The Scalpel Method—Appointing the most able and the busiest person in the community. The agent looks over the able people and with a deft, quick stroke puts them in the leadership position. The problems are going to be the agent's in about 3 months.

The Miracle Method—Taking those who make a special effort to become leaders. In this method the agent sits in the office and waits for the telephone to ring or for a leader to walk through the door. If this happens to you, take time to offer a short prayer of thanks.

The Bandwagon Method — Making leadership so interesting and attractive that others want to share the experience. This is a good method. In it the agent, working with the other leaders, builds such an interesting program that it catches the imagination of those who are not leaders. This assumes that you have at least some leaders with which to start. It also assumes that you have several years to work up to that point.

The Dynamite Method—Boldly assuming that leadership will be found as soon as the children get together to form a club. In this method the agent goes into a schoolroom and tells how interesting and valuable 4–H Club work is. He gets the enthusiam of the young people to a very high pitch—asks them to bring their parents to a meeting—keeps his fingers crossed that through adroit manipulation leaders can be found among them. This works in some cases—fails in better than 50 percent.

The Teeter-Totter Method — Asking the already existing 4–H Club to elect its own leaders. This assumes that the leaders elected will serve. This is the orthodox method. It works when the club has strength, community understanding, and no previous difficulties with leaders. It is easy for a club to elect good leaders it already has. It may also add one or more project leaders. When the club is just starting or on the

(*Continued on page 173*)

Laying the Ground Work

MARGARET STUART,
Home Demonstration Agent
Livingston County, Mich.

HOW TO GET started in a new county is a problem. Starting out 2 years ago as the first home demonstration agent in Livingston County, Mich., I became interested in a study of neighborhoods being made by Paul A. Miller, rural extension sociologist, Michigan State College. One phase of this study was reported in an article by Mr. Miller in the August–September 1947 issue of the Extension Service Review, entitled "Pattern of human relationships gives clue to successful leaders." Local agencies cooperated in this study to help determine the relationships of people in neighborhoods which contributed to leadership in community affairs. It offered me a chance to study the processes involved in the organization of extension groups. I decided to study the principles of working with people in neighborhood groups.

With the help of the extension secretary, records were made of the steps taken in starting each new group. Interesting similarities in organization procedure soon became evident. A study of these records often clearly indicated how to proceed with the organization of the new club. The case histories were also a wonderful resource in better planning for the 22 new clubs which have been organized during the 2 years in the county.

For example, one group developed as a result of a lady visiting a group organization meeting. As a visitor, she learned the purposes and possibilities of extension groups. Visiting informally with her own neighbors brought out the evidence that there were a sufficient number interested in her neighborhood for a group. Contact with the home agent was made before she decided to go ahead with officially organizing a group of their own.

Using her own initiative, this interested leader held the first meeting at her home. Officers were elected, and the group requested the home agent to present a lesson they had just missed. The home agent answered this request by presenting the lesson on hat remodeling.

Another township proved to be a more difficult problem. A resort area with few farms promised to present difficulties, as city people were not acquainted with the Extension Service.

How could a new agent enter this territory without benefit of previous contact with the people? Puzzling over the correct approach led to the conclusion that perhaps a policy of "watchful waiting" was in order. Discussion with the county agent confirmed the advisability of this decision. Months passed with no answer to the problem. Finally, another extension member who had taught school in this township offered a clue to the situation. Gratitude for some assistance offered previously prompted this teacher to introduce the home agent to an influential family in the "problem" township. This contact led to the formation of two groups. An afternoon group has the membership of women whose children are in the early teens, and an evening group answers the need of young mothers. Formal, as well as informal, publicity on the activities of these groups has prompted the organization of two more groups in the same township. This township has organized these four groups in less than a year's time.

Groups have resulted from the contacts made at church, county extension organization meetings, 4–H, and other youth meetings, and exhibit booths displaying completed projects of extension groups.

Slip cover and furniture workshops have stimulated much community interest which helped to add new members. These activities have been particularly popular with the clubs.

Let's Help the CONSUMER

MIRIAM J. KELLEY, Field Agent in Marketing and

"SEND ME a food list that will take care of the meals for my seven children, my husband, and me for a week so that we won't be spending all our $35 a week for food." The request is simple, but what about the answer?

That is only one of the interesting questions that has led to an interesting new experience and equally interesting new friends I have met during the past year as field agent in marketing and consumer information in Kentucky. Let's not overlook, too, that in this new program in the extension field, there's been a bit of glamour interwoven.

Hard work? Of course. But, along with the physical exertion and the feeling of responsibility, each day has brought something new—encouragement from seeing results take positive form, the challenge in realizing how far-reaching the program may become, and an entirely new field of cooperation between many individuals and organizations in which the personalities play all the major roles.

There was the problem of obtaining cooperation of local food handlers. I had worked as a home demonstration agent in one of Kentucky's larger counties, but in which one felt at home because of knowing the people one met on the street. Here the situation was different—big business, little me. Fortunately, I had the help of the men from our university department of markets who went with me to meet and explain our plans to fruit and vegetable buyers. Without exception we were given an interested hearing. Furthermore, the same was true as I made more contacts with representatives in every branch of the food field, ranging from meat packers, poultry producers, dairy producers and distributors, to the owner of the corner grocery.

The Fish Dealer Helps

There's Eddie, the fish dealer, who taught me to scale and bone a fish. Eddie helps his customers who know little about fish, as I did, by arranging on his counter each variety in the same location week after week. Often I've heard one of his customers say: "I'd like more fish like you gave me last week, but I don't know what kind it was." If she can show him where it was on the counter, she goes away satisfied.

Eddie gives the information on not only what to buy in fish this week but adds to the supply story something about why prices have gone up or down or describes a faster means of getting fresh fish to local markets.

I'd like for you to meet another fish dealer and the friendly host at his hideaway where on "hucksters' row" any variety of fish, in season or out, will be served in a wharf-side atmosphere. Leo, as well as Eddie, knows how fish should be prepared for eating at home and is eager to pass on a suggestion I can put on the air as part of my "fish today" broadcast. To know Leo is not only to know a good source of information but also a personality often referred to as the "largest inland fish handler in the country."

Let's go back to the "mother of seven" who wanted help in spending her food money. The request was followed up, suggested menus and shopping lists were provided, and the associate county agent visited her home with me. We helped her plan a partially home-produced food supply so "all the $35 a week need not be spent for food." This mother, as well as her family, has become an example of coordination of marketing

The owner of a fish market discusses varieties in season with Mrs. Miriam Kelley

Mrs. Margaret Klepper, interviewer in conse customer who has st p

information, consumer buying tips, and family cooperation with a working relationship between the family and our program as a source of information that will not only help her save money but also help her give her family the food they need for good health.

I Really Do as I Talk

New friends I have made at the radio station have in a measure made up for the fact that the listeners to 5 minutes of "Food News" I do on WKLO each morning at 9 o'clock are an unseen audience whose immediate reaction to mention of "good buys and what to do with them" cannot be determined. As I chat with Charlie Farmer, Radio Farm Director (and I always thought RFD meant Rural Free Delivery!), we often have an announcer's studio audience. Not only is Charlie able to toss me questions with an understanding of women's food shopping problems, but our watchers through-the-glass have developed a curiosity for seeing what will be in my bowl, or what I'll have to say about the eggs we have on the table as we talk.

In giving Food News, I have found it much easier to have in my hands as often as possible the things we are discussing. One morning it was two cooked eggs, one hard boiled, one hard cooked. We shelled them and found it simple to discuss for the unseen audience the differences in texture, color, and digestibility caused by the above- and below-boiling temperatures. There was the morning I prepared a pineapple for canning, telling the simplest way I'd found for peeling and cutting. The following day, I gave the directions for canning. With Charlie munching a cookie, it is much simpler to give the recipe, and he can vouch for the taste-test results as he makes his own comments. Perhaps some of these devices have been in part responsible for a listener's comment: "Mrs. Kelley sounds as if she has really done the things she talks about." And that helps sell an idea, be it new or old.

Consumers have not received all the attention, for the project has served to bring better understanding of related problems all the way from the grower through the buyers and handlers and processors to the consumers. Early in the program I visited a number of the local growers, talked with them as they weeded the turnip patch about the extra trouble and time it takes to wash and tie the turnips in bunches to please the white-gloved shopper. A grower's wife called in to say this: "What you said about greens looking as if they'd been cooked in the field was true, and we appreciated how you explained the effect of hot weather on a higher price."

Plus the Grower

Through the cooperative program of the associate county agent with my program and with the help of the men in our department of markets, producers, handlers, and consumers are getting together to solve common problems.

Louisville has long been a "horse-corn roasting-ear" market. Last year a growers' committee planned an experiment to determine if local consumers would eat top-quality yellow sweet corn. Fifty acres of yellow hybrid sweet corn were produced this year for the study. Recommended practices were followed in production and fertilization, control of corn ear worm. The corn has been gathered in late afternoon or early morning, ice-water chilled, and delivered direct to six of the larger food stores agreeing to cooperate with the experiment.

In the store the corn is sold from refrigerated display counters and reaches the consumer "field fresh." Interviewers in these six stores are finding housewives eager to tell how

(*Continued on page 172*)

onsumer preference study, talks with a t purchased corn.

Mrs. Kelley watches a sweet corn grower, and Associate County Agent H. C. Brown, of Jefferson County, ice sweet corn.

Cinderella—*An Office Version*

MRS. CARRIE N. HERRING BENNETT

Home Demonstration Agent, Winston County, Miss.

Moving from the old office to beautiful, spacious new quarters made the home demonstration agent akin to Cinderella.

ONLY THOSE who have experienced conducting a public office under cramped conditions in one room over a period of 12½ years will be able to appreciate the difference in space, attitudes, and arrangements when one suddenly moves into spacious quarters.

When we left the upstairs, 225-square-foot room, we moved into an 865-square-foot department. The home demonstration department is on the southwest end of the ground floor of the recently completed annex to the courthouse.

Our people are proud of the large assembly and laboratory combination which has a seating capacity of 50. The board of supervisors of the county have been most cooperative in providing for this room an exhaust fan, 4 large fluorescent ceiling lights, 14 pairs of wall electrical outlets or receptacles, 6 base cabinets, a double-drain sink, 13 wall cabinets, 1 electric hot-water heater, and a built-in ironing board. Under the stairway in this room is a large storage space for surplus tables and chairs. Plans are under way for the addition of an electric range, deep-freeze unit, refrigerator, and washing machine, for which the outlets and space are already provided.

From this assembly room are doors leading to the vestibule, secretary's office, and private office of the home demonstration agent. In the home demonstration agent's office is located the clothing fitting cabinet with double-mirrored doors, space for hanging clothing, and drawer space for demonstration material. This clothing unit occupies the space along one wall. There is an opening from this office into a storage closet 4½ feet by 7 feet, provided with six sturdy shelves for stacking illustrative and demonstration material, bulletins, and charts for our adult patronage. Space has been reserved for the two sewing machines which will eventually be added. A wide, folding, metal, sitting ironing board and metal stepladder are added features here. A private rest room for the office personnel is especially appreciated. A public rest room is found adjoining the vestibule. A connecting door enters the secretary's office from the home demonstration agent's office. Both offices are provided with excellent fluorescent lighting and steam heat.

In the secretary's office is a built-in display and supply cabinet. We have moved from the old office and refinished a large base and upper cabinet, plus an extra base cabinet, which supply storage space for 4–H Club girls' supplies. The plans for completing this room call for a new secretary's desk, chairs, and files.

The laboratory, under the sponsorship of the home demonstration club council and the 4–H Club junior council, held a formal opening on March 12. At this time past presidents of the home demonstration club council, together with Addie Hester, district agent, and Earle Gaddis, assistant State home demonstration agent, formed the receiving line to welcome 250 registered guests. Our 4–H Club girls acted as ushers and served refreshments. Seven home demonstration club members demonstrated and explained equipment and furnishings throughout the day. Our 1948 national 4–H Club frozen-food champion, Betty Ann Carter, was present to demonstrate the deep-freeze unit. Displays of gifts such as china given by 4–H Clubs, crystal by home demonstration clubs, silver, coffee makers, roasters, pressure cookers, pressure boilers, jars, closures, pyrex, and other small equipment given by manufacturers were arranged on tables throughout the day.

The floors throughout the laboratory are asbestos tile. The woodwork is finished in natural color, and all ceilings are eggshell white. The walls of the two offices are light ivory trimmed with darker ivory. The laboratory and general assembly room are done in a soft tint of green.

Home demonstration and 4–H Clubs have contributed $225 toward necessary expenses on small equipment. These councils are using hostess clubs to serve luncheons on their monthly meeting days, which expression of hospitality is bringing returns in larger group attendance. The laboratory is serving as a center for training leaders in foods, clothing, home management, and other phases of our 4–H and home demonstration club programs, as well as for regularly scheduled council meetings.

Big "N"

Motorists on the highway between Coquille and Myrtle Point, Oreg., have been attracted recently by a green letter "N" on a nearby hillside. As one motorist said, it looks as if it's carved out of grass.

Others guess the big "N" stands for the nearby town of Norway. But, now, the truth has come out.

County Agents George Jenkins and Jack Woods in Coos County explain the big "N" is theirs—or at least the idea is. And, the letter "N" motorists see on the hillside stands for *nitrogen*.

You see, that big 30- by 50-foot letter "N" was carved out of grass after all. Jenkins and his staff received a shipment of ammonium nitrate last fall to use for demonstration work. They spread it on a letter "N" staked out on the hillside near Norway, and waited to see what would happen.

About the middle of February, the "N" took shape. Now, they say, the "N" stands out as if it were painted on that Coos County hillside. The whole idea, the county agents explain, is to show what a little nitrogen will do for grass crops.

For an ingenious example of a visual aid which tells the story, County Agents Jenkins and Woods take the prize.

Twenty-three Years of BROADCASTING

IN THE spring of 1926 Charles Messer, county agricultural agent in Cayuga County, N. Y., put his first 15-minute program on the air over Station WMBO at Auburn. The program has been a weekly feature of the station ever since, except for two short periods when calamity took the station off the air temporarily.

The first of these occurred about 4 years after the station opened. At that time WMBO consisted of one small studio and a control room on the top floor of a business block in Auburn. One day, on his way to the station to broadcast, Charley heard the fire engines clang by. When he arrived at the building occupied by WMBO, he was stopped at the second floor by a policeman who informed him that the place was on fire. Fifteen minutes later Station WMBO crashed from the top floor to the cellar of the building.

About 2 weeks later the station was back in business in another building, and Charley was on the air again. A few years later an abandoned church next door to the new location caught fire, the fire spread, WMBO's quarters were ashes once more, and again the station was moved to new quarters. Except for those two periods, for which he disclaims any responsibility, Mr. Messer has a record of 23 years' continuous broadcasting on the same station. The program is presented from 12:45 to 1 p. m. He tried an early morning time and also an evening hour, but those hours were not so satisfactory.

Messer is a firm believer in radio as a supplement to meetings and personal contacts with the farmers in his area. His programs are informal and ad lib but well planned. He aims for variety within each program as well as from week to week. A résumé of the 10-20-30-years-ago column in the Cayuga County Farm Bureau News is a monthly feature. He uses guest speakers frequently, farmers who have made a success of some new practice, specialists from the New York College of Agriculture at Cornell University, and visitors to the county who have something interesting to contribute. He makes time available to local farm organizations for announcements, and he always presents 5 minutes of seasonal information. From time to time he broadcasts over several other New York stations.

He says that getting the program ready and getting the guests to the radio station is a little easier than it was back in the twenties. He still remembers some nightmarish incidents involving driving an uncertain car over frozen back-country dirt roads to collect a guest. However, he considers the time and effort well spent because he feels he can carry his program out to the county in a more personal fashion.

Cayuga County is long and narrow, reaching from the shores of Lake Ontario half way across the center of the State. There are more than 3,000 families living on its farms, and practically all of them as well as many townspeople are included in Mr. Messer's listening audience.

Farm operations are diversified and include dairy, poultry, fruit growing, and sheep raising, with cash crops of beans, potatoes, and small fruits thrown in for good measure. Last spring Mr. Messer celebrated his twenty-fifth anniversary as county agricultural agent there. As he looks back on the various activities of those years, it is his considered opinion that the radio has been one of the most effective methods of building up in the minds of listeners a knowledge and appreciation of what the Extension Service means to rural people.

Young Men and Women Serve Their Community

SPICE O' LIFE, an original 2-hour talent show, was recently produced by the Houston County Rural Youth group at Caledonia, Minn., to raise funds to carry out their community service activities. A profit of $350 was realized and is being used to help improve hospital facilities in the county.

Employing a cast of 70 Rural Youth members and other local talent, this variety show was written, directed, and produced by a committee of members, headed by Leroy Eikens, chairman of the community service committee of the organization. The proceeds were used to buy needed equipment for the Caledonia Community Hospital and to furnish a nurses' lounge in the hospital at Spring Grove, Minn. In addition, small contributions have been made to the Red Cross and cancer drives in the county.

The committee in charge wished to allow as many Rural Youth members as possible to participate. This led to the use of the variety program instead of a three-act play. By intensive efforts Rural Youth members were able to prepare the script, obtain the talent, and incorporate it into a theatrical production enjoyed by all of the large crowd attending. Using a "mock-television" broadcast as their theme, they included a great variety of dramatic and musical talent in the six programs making up the show. They selected the name for the production after recalling the old proverb, "Variety is the spice of life."

Expenses in production were small. Payment of royalty was unnecessary, and the village of Caledonia donated the use of the stage in the Caledonia auditorium. Stage properties were made and handled by members of the Rural Youth group.

Banker Uses Poster

A LEADING Kansas bank president thinks so highly of the poster listing the 10 points in the over-all program of the Kansas State Extension Service he has hung it in his office in Manhattan.

"I use your Balanced Farming and Family Living chart virtually every time I talk with a farmer or a farm family about a loan. It points out some fundamental facts that must be observed if the family is to succeed," the banker, Evan Griffith, recently told Director L. C. Williams, of the Kansas Extension Service.

"You can start with the first point, 'Soil erosion stopped on the entire farm,' when you're talking about good farming practices. Then you see the second point, 'Soil building on all cropland.' They're fundamental."

The next three points name income-producing practices: Year-around pasture, including native, tame and temporary pasture; right kinds of livestock balanced with feed and pasture; big enough farm business with high crop yields and efficient livestock production to provide a good family living.

Points 5 to 10 deal with the home, family enterprises, and improved farm living. They are worded as follows: Well-placed buildings and lots kept in good condition; attractive place with a nice yard, trees, and shrubs; modern farm home suitable to family needs; wise use of family resources through home food production, home sewing, home carpentry, and shop work; well-kept farm and home account books as guides in operation.

At the bottom of the poster is a summary line which reads: "A Balanced Family Living Program can help you provide a good living, security, education, health, recreation, and spiritual well-being for you and your family."

Director Williams has made the posters available to all bankers in Kansas who request them.

It so aptly stated good farming practices, Evan Griffith, left, president of the Union National Bank at Manhattan, framed and hung the Kansas Balanced Farming and Family Living program poster.

Let's Help the Consumer

(*Continued from page 169*)

much better the specially handled corn is. Growers are happy because they are selling more corn; store managers are happy because their corn sales have jumped; and consumers are happy because they are getting better corn.

Not only have there been new friends, but old friends renewed. As I have worked in Kentucky for longer than it is necessary to mention, it has been a real thrill to have letters and cards from homemakers with whom I had lost contact, but wrote me after hearing the radio program.

During the year, nearly a hundred thousand copies of recipe sheets have gone out through markets in Louisville and many other Kentucky, southern Indiana, and Tennessee towns. Every sheet serves as an introduction to a new friend and, along with the radio programs, have brought such comments as: "You give such easy-to-do things" and "Your interesting broadcasts have solved so many food- and meal-planning problems for me." Listeners even enjoy the mistakes I make as shown by this comment following my telling of my own mistakes as I gave a recipe: "Put me on your mailing list—it's good to hear your program—I really enjoyed the one when you told about forgetting to sift the flour."

There is also the large group of new friends, and unseen, too, I've made through weekly news articles in the county papers and the Negro publication in Louisville, as well as the once-a-month article directed to farm families and published in the Kentucky Rural Electric Co-op News.

Though we have planned our entire consumer information project to center on the daily radio program as a continuing source of food shopping information. I have met with a number of groups to discuss food selection and food buying, considering not only cost but the contribution of the food to the family well-being. There was the Nazareth College foods class to whom I gave a simple demonstration in selection of a variety of vegetables and fruits, the wives of workers in one of our industrial plants, and an adult Negro class in home economics.

Pick Your Method

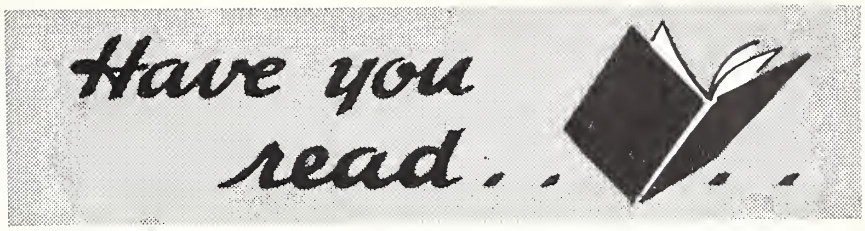
(*Continued from page 167*)

road down, this method is not too satisfactory.

The Three-Legged Stool Method—Study and analysis of the local community and its people until the proper leaders are known. In this the agent talks with the young people, the active and busy people of the community, the church leaders, the school officials, the parents of the club members, the adult organization leaders, and others. From this the agent is able to make a good decision as to the top potential leaders. He is able to say that he knows the situation as to the desires of the young people, the desires of the community, and the abilities of the potential leaders. This is an excellent method, but it is very time-consuming; and it makes the agent responsible for the success or failure of the program—not the community itself.

The Streamliner Method—Working closely with a sponsoring adult organization or committee appointed by the organization. In this the agent has arranged things so the responsibility for local leadership is in the hands of the local people where it belongs. They know the situation better. They will be more effective in convincing the potential leader that the local community wants them to take the responsibility of leadership. They will also be able to offer support for the work in the local neighborhood. The agent in this case must have done much work with the adult group and have cleared the responsibility lines with those who determine the policy of the organization. This is a high type of organization work and the one toward which we must move if we are ever to reach greater numbers in the 4–H movement.

● MRS. MINNIE RICHARD, at 76 years of age, does a good homemaking job, and is an active leader and a booster for better farming and homemaking, according to MARY A. SHAW, home demonstration agent in Henry County, Ala.



THE SCHOOL COMES TO THE FARMER, the Autobiography of T. M. Campbell, with Foreword by Jackson Davis. Longmans, Green & Co. Printed in Great Britain. 1947. 64 pp.

● This is an abridgment of the author's earlier book, The Movable School Goes to the Negro Farmer, but gives the same intimate picture of early extension work with Negro farmers done by Tuskegee Institute. The origin of the Movable School is traced to the week-end trips made by Booker T. Washington and George W. Carver over the country roads near Tuskegee to talk with Negro farmers, show them a few simple exhibits, and demonstrate the use of a few tools. When the first movable school, the "Agricultural Wagon," was ready for operation in 1906, Tom Campbell, just graduated from Tuskegee Institute, was given the job of conducting the demonstrations, a responsibility he carried a number of years. When, in 1945, he assisted in a study of rural education and agriculture in West Africa and the Belgian Congo for the Foreign Missions Conference of North America and the British Conference of Missionary Societies, he was asked to prepare this abridgment for publication in England. It is also available through United States representatives of the publishers.—*Althea E. Thacker, Assistant in Extension Information, U. S. D. A.*

TRAINING EMPLOYEES. George D. Halsey. Harper & Bros., New York, N. Y. 263 pp.

● This practical, down-to-earth book should prove interesting to many extension workers. The author has made an intensive study of training programs of 24 large organizations to identify the most successful training practices. First he discusses the purpose and importance of training; then the teaching principles that can be applied to training. He then develops what he calls a basic training pattern against which he describes training methods and devices that apply to this basic pattern. The major part of the book outlines specific training areas such as training new employees, industrial and office workers, employees in retail stores, outside salesmen, and fitting the college graduate into the organization. It contains many suggestions for making meetings interesting, improving employee attitudes, safety, planning and evaluating training programs.—*Dan M. Braum, Administrative and Supervisory Training Section, Office of Personnel, U. S. D. A.*

FOOD FOR BETTER LIVING. Irene E. McDermott, Mabel B. Trilling, and Florence Williams Nicholas. J. B. Lippincott Co., New York N. Y., 1949. 579 pp.

● In this textbook for high-school students the enjoyment of food in the home has been skilfully interwoven with facts on the nutritive value of foods, cookery techniques, buying, and meal planning. If perfection enters the picture, it is in relation to the fun of living.

The first seven units deal with the basic seven food groups. The planning, buying, and management phases of family meals and special occasions are discussed in the last three units.

I believe those who prepare 4–H Club bulletins would gain from studying the philosophy of these authors.—*Eleanore Davis, Washington State Extension Service.*

THE RECOVERY OF CULTURE. Henry Bailey Stevens. 247 pp. Harper and Bros., New York, N. Y. 1949.

● Director Stevens is an able writer, and this is a very readable book which has much material for reflection. Although it has a great deal of originality, many of its assumptions are speculative. Doctor Stevens, is the author of Tolstoy, Johnny Appleseed, Paul Bunyan, and several one-act plays.

Science Flashes

What's in the offing on scientific research, as seen by Marion Julia Drown, Agricultural Research Administration

Science Plus Cooperation Can Control Grasshoppers

New chemicals that make grasshopper bait more effective—chlordane and toxaphene—applied from airplanes, combined with vigorous cooperative action by counties, States, individuals, and the Federal Government, can save crops from grasshoppers. The Federal Government matches funds raised by State and county agencies in areas where outbreaks cannot be controlled by farmers working individually or cooperatively. In many counties, the county agent's interest and enthusiasm are the key to the success of an antigrasshopper campaign.

The Bureau of Entomology and Plant Quarantine makes surveys of grasshopper eggs that tell where the outbreaks are likely to be severe during the coming season. It is important to apply the bait while the grasshoppers are hatching if the crops or grasslands are to be saved the same year. Spraying or baiting later will have no effect until next year.

The grasshopper problem in the East is different from that in the West. In eastern croplands, the insects hatch, live, eat the plants, and die on the same land; and individual farmers can protect their own crops from them if they get and carry out the proper information and instructions from the county agent. In the western ranges and grasslands, if one county or rancher does not cooperate, or if an area of waste or abandoned land is not protected, hoppers migrating from these areas may ruin the grass crops of landowners who have spent their money and effort for control. Thus cooperative action and control measures on all lands in the infested area are necessary, and plans should be made well in advance.

Because much smaller quantities of the new chemicals are effective, the amounts of money, bait, time, and labor needed to combat grasshoppers have been drastically reduced. It is now possible and practical to control on breeding grounds from which they migrate to croplands.

For Better Beef

The first major effort to coordinate beef cattle research on a national scale was initiated at a meeting of research workers from 38 States and the U. S. Department of Agriculture at the U. S. Range Livestock Experiment Station at Miles City, Mont., in July. Beef cattle producers are vitally interested in the program, which is seeking methods by which more and better beef cattle can be produced.

ROP (Record of Performance) studies with beef cattle under range conditions have been carried on at the station for about 25 years. Rapidity of growth and good carcass quality are the criteria by which calves are judged in "proving" their sires as good or poor. At the meeting technical problems of evaluating meat quality, using body measurements as indices, methods of measuring performance, and ways and means of establishing lines of breeding were discussed.

Sturdier Transplants Through Use of New Compounds

Studies of plant-growth-regulating substances have led to the discovery that six chemicals based on nicotine retard the lengthening of the stems of bean seedlings. Plants treated with any of the compounds were stockier when grown in the dark, where most seedlings tend to be spindling, as well as in the light.

The name of the most effective of the six substances tested is—excuse it, please!—2,4-dichlorobenzylnicotinium-chloride. Let's just call it "2,4-DNCL," as the chemists themselves do. One fifty-six thousandth of an ounce, or ½ milligram, had a great effect in keeping down the elongation of bean stems. Height of seedings 13 days old treated with the 2,4-DNCL was 66.1 percent less than that of untreated seedlings, and diameter of the stems was 85.6 percent greater. To obtain the maximum effect seedlings must be treated when very young.

Potato Angles

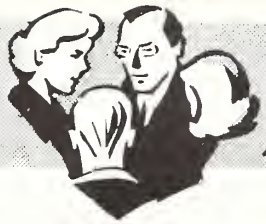
Wide adoption of improved varieties of potatoes by farmers is one of the reasons why crop failures are so much less frequent now than 25 years ago. Other reasons are the use of certified seed, concentration of production in favorable areas, and more effective control of insects and diseases.

The National Potato Breeding Program of the Agricultural Research Administration and many State experiment stations is responsible for much of this improvement. Each year it releases new varieties better suited to certain areas.

Dr. F. J. Stevenson, U. S. D. A. potato breeder, has collected some interesting figures on the popularity of potato varieties. According to the lists of certified potato seed, 51 varieties were planted in 1948. Of these, 20 were in use before 1900, and 31 are only 17 years old or less. The old varieties, such as Irish Cobbler, Triumph, White Rose, Russet Burbank, and Green Mountain, account for more than half the certified seed sold. But Katahdin, leader of the new potatoes, nearly all of which have Indian names like Chippewa and Sebago, tops all individual varieties.

Potato progress is by no means at a standstill. Dr. Stevenson looks forward to making new combinations of desirable characters with breeding stock already available.

About People . . .



● W. R. WICKS, agricultural agent in Douglas County, Nebr., since 1944, retired on July 1 after 30 years of service. Mr. Wicks, known affectionately as "Pop" to most extension workers, has been a real leader in agricultural educational work in Nebraska. Mr. Wicks began his extension career in Red Willow County in July 1918 and subsequently served as district agricultural agent in the Imperial area and county agent in Furnas and Thayer Counties.

● R. L. HANNON, former Negro county agent in North Carolina (Rockingham County, 1939–1946), has been chosen by the Governor of the Virgin Islands and the Department of the Interior as agricultural extension agent for the Virgin Islands. In June he received his master's degree in agricultural education from the Negro Agricultural and Technical College of North Carolina.

O. W. NEALY, Negro county agent Gainesville, Fla., has also been chosen as a county agent to report to the Virgin Islands in late summer.

● One of Extension's pioneer 4–H Club leaders, A. J. KITTLESON, of Minnesota, passed away at his home on July 1—only 6 hours after he had retired from active work. Mr. Kittleson had spent 31 of his 65 years as a member of the State 4–H Club staff, serving as State leader since 1940. In commenting on his death, C. H. Bailey, Dean and Director of the University Department of Agriculture, said: "Rural Minnesotans have lost one of their best friends with the passing of Mr. Kittleson. His staunch adherence to the idealism and integrity of 4–H work will long stand as a guidepost for those connected with the movement." Mr. Kittleson was the second club leader in the 37-year history of club work in Minnesota; and, as Director Paul E. Miller said: "The influence he has had on rural youth will live long after him."

● On June 3, R. N. (DICK) MILLER, senior member of the Washington State Extension staff, died suddenly at the Finch Memorial Hospital. Just last December 64-year-old Dick Miller was honored for having completed 34 years of service with the Extension Service, the longest record of any member of the staff.

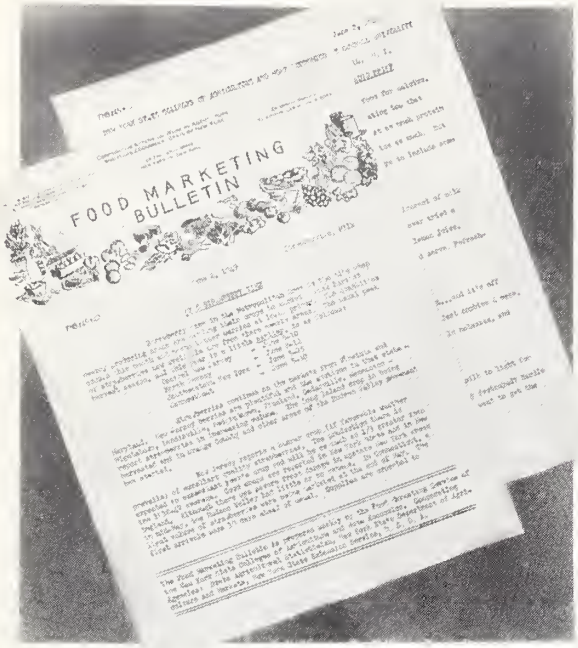
Immediately following his graduation from Washington State College in 1903, Mr. Miller joined the staff of the Western Washington Experiment Station as assistant horticultural agent. He served as a State inspector in Chehalis from 1909 to 1913, and as assistant agronomist in Woodward, Okla., in 1914. He joined the Pullman extension staff late in 1914.

Under Mr. Miller's direction, much of the pioneer land-clearing work in western Washington was started and carried out. He acquired national reputation as a pioneer in the field of home refrigeration.

● DR. GLADYS GALLUP, assistant chief of the Division of Field Studies and Training, in the U. S. D. A. office of the Cooperative Extension Service, was honored by the Iowa State College Club of Chicago on June 11, when she was presented with its Alumni Merit Award. Inaugurated in 1932, the award is bestowed upon outstanding alumni for meritorious service in "their fields and their contributions to their fellow men."

All are or have been agents in Orangeburg, S. C. They were caught at the first South Carolina Sweetpotato Festival held at Orangeburg last fall. The present county agent acted as chairman. Standing in the order of their service, left to right: J. C. McCOMB, now agent; DAN SUBER, 1939–1945, who is now a large sweetpotato buyer and storer at Orangeburg; L. B. MASSEY, 1935–1939, now district extension agent at Spartanburg; R. FRANK KOLB, 1925–1935, now State Director, Farmers Home Administration; DR. JULIAN C. MILLER, 1923–1925, perhaps the world's greatest sweetpotato breeder at Louisiana State University; and L. S. WOLFE, 1915–1923, with the State Department of Agriculture and author of the book, Farm Glossary. The picture was sent in by J. M. Eleazer, well-known South Carolina information specialist, who adds: "The county has been fortunate in getting good agents all the way through."

EXTENSION SERVICE DISSEMINATES MARKETING INFORMATION IN THE N.Y. AREA



1. CITY PRESS
2. COUNTY PRESS
3. RADIO COMMENTATORS
4. COUNTY EXTENSION AGENTS
5. INDUSTRIAL PLANTS
6. PUBLIC HEALTH CLINICS
7. INDIVIDUALS

360 COPIES DISTRIBUTED WEEKLY

This chart shows how one State puts out weekly food marketing facts.

U. S. GOVERNMENT PRINTING OFFICE: 1949